

ipcc

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PROGRESS REPORT

Outreach and Visual Identity

(Submitted by the IPCC Secretariat)

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PROGRESS REPORT ON OUTREACH AND VISUAL IDENTITY

A number of communication and outreach activities have been conducted by the IPCC Secretariat in the recent months.

Visual Identity

End of 2008 a new visual identity has been developed to be used in the future on all IPCC documents and products. It has been progressively implemented starting with the Season's greeting cards, letterheads, visitor cards, document templates and IPCC websites. A first version of visual identity guidelines has been presented to the IPCC Bureau at its 39th Session. A number of applications are still under preparation including a user friendly template for PowerPoint presentations, and translations.

An important component of the new identity is a powerful imagery. For this purpose the IPCC Secretariat has developed a partnership with the photographer Yann Arthus-Bertrand, including an agreement to use a number of his photographs in IPCC communication, including on cover pages of IPCC publications. A proposal for cover and lay out of future reports can be found in document INF.2. Pictures are indicative. Co-chairs will be able to select the covers for their respective reports from the image library of Mr Yann Arthus-Bertrand. It is planned that a task group including representatives of the Technical Support Units work with the Secretariat to design the presentation and lay out of future IPCC documents and reports, using the above examples as starting point.

The visual identity guidelines will be revised when all communication tools are finalized.

Website and other communication tools

The IPCC Secretariat restructured its website, the main objective being to harmonize the design of the new Working Groups' web pages with the Secretariat's pages and to provide users with an easy-to-navigate website. The restructuring included new architecture of the navigation menu and more dynamic elements (e.g. movie clips, voice messages). TSUs and Secretariat are coordinating on the contents, to make them consistent and to avoid duplications.

A simple search engine has been implemented in the restructured IPCC website. Following Plenary's approval (IPCC-30), the IPCC Secretariat is preparing a searchable version of the Fourth Assessment Report (AR4) and recent Special Reports for easier consultation on the web and distribution on DVDs and other offline devices.

In addition to the open website, a closed website for exchange of information involving Bureau members, the Secretariat and TSUs has been created. It presently contains the IPCC Calendar and a calendar of potential or planned outreach activities, and it offers the possibility of forum discussions. Forums already in place include a compilation of press clips of 'IPCC in the news', Conferences and exhibits announcements and a site for Bureau documentation.

IPCC organized workshops and outreach events

The IPCC continues to organize seminars and workshops for experts and decision makers, mainly in the context of meetings related to the United Nations Framework Convention on Climate Change (UNFCCC). In preparation for COP15 in Copenhagen, the IPCC consults with the Climate Change Secretariat on IPCC input and organizes side events on topics and issues of major interest to the negotiators. In Poznan, in December 2008, the IPCC set up a very well-attended side event entitled "The IPCC scientific perspective: policies, instruments and co-operative arrangements for mitigation". IPCC events are scheduled for early November at the UNFCCC meeting in Barcelona, and in December in Copenhagen at COP15. The IPCC also responds to requests from countries and international organizations to organize workshops on the findings of the AR4. These events are added to the Outreach Calendar on the closed website as well.

The Secretariat is also involved in the preparation of an exhibition on climate change with WMO, as part of the Shanghai World Expo 2010. WMO will be the only UN organization to have a whole Pavilion, built and managed with the help of the China Meteorological Administration. The IPCC intends to provide advice as well for some exhibits in the UN Pavilion. As this Expo will attract a unique audience worldwide, suggestions from Bureau members about possible special events are welcome: two potential topics particularly appropriate with the theme of the Expo would be one event in relation with the Special Report on Renewable Energy Sources and Climate Change Mitigation and one in relation with mega-cities and climate change.

Partnership with UN organizations

Strengthening the partnership and work more closely with other UN and international organizations remains one of the outreach priorities of the Secretariat. The IPCC Communication Officer takes part in the UN Communication Group on Climate Change, which includes the Secretary General Team on Climate Change, more specifically on educational projects and the preparation of information material derived from IPCC reports. In addition, the IPCC Secretariat is working more closely with some partner UN organizations, particularly UNEP (e.g. production/launch of UNEP booklet on IPCC AR4 SYR), UN-Habitat (development of booklet on Buildings); and UNITAR (development of e-learning material on Climate Change) etc.

IPCC expert's participation in other events and shared projects

The Secretariat actively assists the participation of experts in various events, from UN events to international conferences and national meetings where the contribution of scientific experts on climate change is required, welcome and useful. The Secretariat is engaged in finding the appropriate speaker for any event for which the IPCC receives an invitation (through the Secretariat), find replacements for all events which the Chairman cannot attend and promote the presence of IPCC experts wherever there are good opportunities and information needed. Meetings addressing specific scientific technical issues are delegated to the extent feasible to Bureau members and Lead Authors. The Secretary of the IPCC, as well as the Deputy Secretary take up some of these invitations.

In order to coordinate this, the Secretariat maintains an Outreach Calendar, which is a day to day task. The Outreach Calendar is now shared with all Bureau members and TSUs on the closed website mentioned above. To make the Outreach Calendar a more useful communication tool, the Bureau members and TSU's are invited to actively use and contribute to it, by indicating if they could attend and speak at certain events and meetings. The current status of the Outreach Calendar starting from January 2009 is provided in document INF.2.

In response to the public interest and in order to increase its visibility the IPCC Secretariat also aims to facilitate the involvement of IPCC experts in important outreach projects where a strong scientific expertise is crucial. An example is the Google Earth project to create multiple layers based on IPCC projections, developed with the Danish Ministry of Foreign Affairs in support of COP15. Google Earth implemented some brand new layers which illustrates climate change at a detailed level, for the time being temperature and precipitation levels/changes up to 2100 on a 10-years basis, according to three scenarios ranges and with animated graphics. More layers with information about impacts and based on Working Group II case studies are under preparation, as well as a guided tour with the voice-over of the IPCC Chairman. The target audience is mainly of scientific nature, including decision makers and negotiators, especially from developing nations.

The IPCC Secretariat also provided support to Yann Arthus Bertrand for the film, exhibition, and book "Testimonies on Climate Change", to identify key places and experts. In addition to common people from around the world, the movie will feature experts and highlight key scientific findings based on the (AR4).

Media and general information activities

The IPCC Communication Officer is answering to press queries and maintaining relationships with the media on a daily basis. Requests also come from the Secretary-General's Office or from other UN organizations. IPCC is solicited for its policy neutral expert advice. A number of questions of scientific-technical or general nature are addressed by the Secretariat. Specialized questions directly related to one specific Working Group or the Task Force on National Greenhouse Gas Inventories (TFI) are dispatched to the corresponding TSU and, whenever possible, the Secretariat responds to general questions. A more systematic way of proceeding may need to be defined among TSU's and the Secretariat, in order to have a more efficient and consistent approach.

Responding to requests for interviews with the IPCC Chairman and IPCC experts has become a regular activity. Workshops and other activities directed to media representatives, especially from developing countries, are carried out in partnership with other organizations.

Reports' distribution, translations and permissions to reproduce IPCC material

In addition to the initial distribution of IPCC reports to governments and organizations by mail, the distribution at various international conferences and events, either in an IPCC booth or through partners (e.g. the organizers or other UN organization present at the venue) is an important and successful outreach activity. At each of these occasions, it is clear that there is a lot of interest by the audience to receive IPCC products, either in hard copies or in CDs. Translations in UN languages are also in demand, while a number of countries are still liaising with the Secretariat to translate some of the IPCC reports in their national languages. The IPCC Secretariat is continuously coping with a large number of permission requests to reproduce IPCC material – in particular figures and tables from the AR4 – for educational material, articles and books.